

**ABSTRACT**

There is disclosed a system and method for coordinating a transaction by entering information pertaining to the transaction at a POS, the entered information being independent of identification of a recipient of the transaction. Independent from the entering of the transaction information there is established a communication connection from a device uniquely associated with the recipient to a location remote from the POS. The POS location is identified via the established communication connection; and the remote location coordinates the identified POS location with the entered information for the purpose of authorizing the transaction at the POS. In one embodiment any auxiliary entitlements, such as loyalty memberships, are identified and any available discounts are applied to the information entered at the POS. In one embodiment, the remote location authorizes payment of the transaction amount from third parties.